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Form BC 126  
June 1954 #4436

## BROADCASTING STATION LICENSE RECORD

K Q X L 1-1-79

Date first licensed 1-29-65

Call letters X K W R G

Station location New Roads, Louisiana

PROGRESSIVE BROADCASTING CORPORATION(AL gr 8/3/77 EFF:

xxLOUIS B. COCO AND LOUIS B. COCO, JR. d/b as LOUIS BROADCASTERS & CO.(AL 5-5-72

Name of licensee X AVOYELLES BROADCASTING CORPORATION

Eff: 5-25-72

Transmitter location State Route 35, 1 mi. E. of Pointe Coupee, Louisiana, (BP 4-1-64)

700 Olinda St., New Roads, La. (redes. CP gr 9-7-79)  
x650 Olinda Street, New Roads, Louisiana (BAC 8-17-64)

Main studio location No. be determined, Pointe Coupee, Louisiana (BP 4-1-64)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-14122	4-1-64	1500kc	1kw	Day	6-1 12-1-64
	CP for new standard broadcast station (Cond'1).				
BP-14122 (1)	5-1-64	Mod. of	CP(BP-14122) to assign Call Letters.		
BRC-2519 (2)	8-17-64	Mod. of	CP(BP-14,122) to specify studio location as 650 Olinde Street, New Roads, Louisiana and operate transmitter by remote control from studio location.		
BL-10,720	1-29-65	1500kc	1kw	Day	1-29 6-1-67
	Lic to cover CP(BP-14,122 as mod) which auth a new standard Broadcast station; specify type trans as Collins 20V-3.				
BTC-4893	10-22-65	Voluntary acquisition of positive contr of lic.corp.by Guy C.Billups,Jr.thru purchase of stock from Irene Billups,C.E Powell & W.L.Billups and sale of stock by Alleta B. Saunders to the lic.corp.			
BR-4436	5-22-67	Renewal of License			6-1 6-1-70
BR-4436(S)	7-31-70	Renewal			6-1-73
COMTEL	12-28-70	PSA	5.5watts	protect WTOP	
BAL-7390	5-5-72	Vol. AL			
EBSA	6-12-72				
BR-4436	10-11-73	(LONG)	RENEWAL OF LICENSE		6-1-76
BR-4436(S)	5-27-76	RENEWAL		6-1-79	
BAL-9023	8/3/77	Vol AL EFF:			
EBSA	1-1-79	chg. call			
BP-790207AB (L)	9-7-79	CP to make chgs. in ant. system. 1500KHz. 1kW Day			9-7-80
BR790126UYA(L)	5-31-79	Renewal of License			6-1-82
BL-791015AR(L)	5-28-80	Lic. to cover BP-790207AB for changes			6-1-82



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Letters ~~new~~ K W R G

Name AVOYELLES BROADCASTING CORPORATION  
NEW ROADS-ST. FRANCISVILLE, LOUISIANA (Chester J. Coco, Box 7, Marksville, Louisiana)

File No.	Dated	Application for	Action	
			Nature	Date
BP-14,122	5-2-60	Construction Permit for a new standard	GRANTED	4-1-64
Rec'd	5-5-60	broadcast station to be operated on:	Cond'l re: Pre-sunrise	
Filed	5-5-60	Frequency - 1500kc	operation.	
		Power - 1kw	Sect. 77.23 FAA Reg.	
		Hours of operation - Daytime	After Hearing	
		Trans. location - State Route 35; 1 mile East	Docket No. 14789	
		of Pointe Coupe, Louisiana	Order issued	
		Studio location - To be determined		
		New Roads, Louisiana		
		Station Location: New Roads-St. Francisville,		
		Eng.- Russel P. May La.		
AMENDMENT	9-30-60	Amended to delete dual station location.		
R & F	10-3-60			



Collins 20-V



FORM BC-121 #2  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters KWRG

Name AVOYELLES BROADCASTING CORPORATION  
New Roads, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BRC-2519 Rec'd Filed	8-7-64 8-12-64 8-12-64	Mod. of CP(BP-14,122) to specify studio location as 650 Olinda Street, New Roads, Louisiana and operate transmitter by remote control from studio location.	GRANTED	8-17-64
EL-10,720 Rec'd Filed PROG. TEST 8-19-64 BTC -4893	8-7-64 8-10-64 8-17-64 7-8-65 7-26-65 8-19-65 8-23-65	License to cover construction permit(EP-14,122 as modified) which authorized a new Standard broadcast station; specify type transmitter as Collins 20V-3. Voluntary acquisition of positive control of lic. corp. by Guy C. Billups, Jr. thru purchase of stock from Irene Billups, C.E. Powell and W.L. Billups and sale of stock by Alleta B. Saunders to the licensee corporation	GRANTED	1-29-65
BR - 4436 R & F	2-20-67 2-27-67	Renewal of License	GRANTED Con'd.	5-22-67 re pre-sunrise



Couvillion



# APPLICATION RECORD - BROADCASTING

1500ke

Call  
Letters **KWRG**

LOUIS B. COCO AND LOUIS B. COCO, JR. d/b as LOUIS BROADCASTERS & CO.

Name **X ANDYELLES BROADCASTING CORPORATION**  
**New Roads, Louisiana**

File No.	Dated	Application for	Action	
			Nature	Date
BR-4436 R & F \$581661 \$75.	2-23-70 3-2-70 3-2-70	Renewal of License AMENDED 3-30-70 re: Sect. II resubmitted re date of signature MAR 20 1970	GRANTED	7-31-70
BAL-7390 R & F FEE PD: \$1000 #022635 CODE 047 Pub.notice filed 5-1-72	8-2-71 8-6-71 #022635 2 5 1971	Voluntary assignment of license to Louis B. Coco and Louis B. Coco, Jr., dba LOUIS BROADCASTERS & CO. (SEE OVER)	GRANTED Req. grant fee \$600.00 Eff: 5-25-72. Grant Fee Paid: 048 6-1-72 W 078415	5-5-72
BR-4436 R & F P.N. PRESS MAR 2 9 1973	2-23-73 3-7-73 3-7-73	Renewal of License AMENDED 4-25-73 re: Section II resubmitted AMENDED 7-2-73 re: programming AMENDED 8-23-73 re: programming	GRANTED	10-11-73



Returned 3-19-70 re: Sect. II dated after Sect. I. Para.  
10 not completed. 71)

RE: BAL-7390 - Assignor is also lic of WLBI(314 rec 8-16-  
and KAPB (no applic. rec'd); NOTED: Par. 9a does not show  
same; Proposed prog. not sub. Financing???

RE: BAL-7390 - AMENDED 2-8-72 re/ Section 4a and  
Section 6 filed reasons for AL and fin data reply to  
letter dated 1-17-72  
(BR-4436) Ret'd 3-27-73 re: Sect. II dated after Sect. I



#4  
Form BC-121  
September 1969

# APPLICATION RECORD - BROADCASTING

1500 khz

K Q X L

Call  
Letters xK W R G

## PROGRESSIVE BROADCASTING CORPORATION

Name xLOUIS B. COCO AND LOUIS B. COCO, JR., d/b as LOUIS BROADCASTERS & CO.  
New Roads, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BR-4436 R & F PRESS	1-26-76 1-28-76 APR 8 1976	Renewal of License AMENDED 5-10-76 re: commercial matter & comm. survey	GRANTED	5-27-76
BAL-9023 R & F FORM 314 PN filed 6-17-77	5-19-77 5-20-77 JUN 21 1977	Voluntary assignment of license to PROGRESSIVE BROADCASTING CORPORATION	GRANTED EFF:	8/3/77 8/31/77
BP790207AB PRESS (O)	MAR 16 1979	Construction permit ot make chgs in ant sys and correct north latitude coordinates to show 30 44 08	Gr.	9-7-79
BR790126UY PRESS	APR 5 1976 APR 7 1979	Renewal of License Atty.: Ashton R. Hardy	GRANTED	5-31-79



#5

## APPLICATION RECORD BROADCASTING

Call Letters: K Q X L 1500khz

Name: PROGRESSIVE BROADCASTING CORPORATION

Station Location: New Roads, Louisiana

File No.	Date	Description	Action and Date
BL-791015AR R & F PTA PRESS APR 29 1980	10-15-79 4-24-80	Lic. to cover BP-790207AB for changes Atty: Ashton R. Hardy(New Orleans)	GRANTED 5-28-80



## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

